



9 Ways Travel Enterprises Can Reach New Heights with PayPal

Drive sales forward while securing your bottom line.



Customer expectations and behaviors are changing faster than ever before, and this is particularly evident within the travel sector.

Today's travelers demand more flexibility and convenience, environmentally friendly options, more memorable and personalized experiences, and new dimensions of travel options through emerging technologies in augmented and virtual reality (AR and VR).

To keep pace with these growing demands, businesses across the travel industry need to thoroughly review their operations to build greater efficiencies, drive customer loyalty, improve customer satisfaction, and grow profitability.

With a suite of solutions that help deliver high online conversion rates and customer trust and loyalty, as well as back-end efficiencies and operational and reporting excellence, PayPal can help travel enterprises transform, stay competitive, and meet the needs of today's travelers.



Putting you ahead of the competition.

For too long, payments have been considered the end point in the customer journey.

However, a strong payments strategy can be a key differentiator in providing new products, services, and business processes.

PayPal helps travel enterprises differentiate and grow with solutions that capture opportunities across channels, devices, and audiences.



A young woman with brown hair is sitting in the driver's seat of a car. She is wearing a light purple blazer over a white top and has white earbuds in her ears. She is smiling broadly and looking at a bright blue smartphone held in her hands. The background is slightly blurred, showing the interior of the car and some outdoor elements.

Drive loyalty

across your membership base and attract new customers through delightful experiences.

Deliver first class service.

With one of the world's largest data sets, PayPal helps travel operators understand customer and traveler behaviors, which is the key to capturing more opportunities.

Our insights allow you to better tailor marketing and promotional activities to capture new customers, encourage loyalty with existing customers, and enter new markets and verticals.



1 Create frictionless customer experiences.

With a focus on digital experiences rather than channel strategies, PayPal can help you maintain touchpoints across customer experiences online.

Payment can be a friction point for customers, especially when they're required to click through multiple screens to make a purchase. But you can enhance purchasing and self-service through seamless integrations with apps and websites. These integrations not only create better customer experiences, but they can also increase Net Promoter Score for businesses by 8 points.¹

PayPal's single integration helps make it easy to delight customers and provide contactless, friction-free experiences.

2 Drive conversion and retention.

PayPal's platform enables you to brand, design, and optimize your checkout while taking advantage of over 20 years of experience processing millions of transactions.

PayPal helps increase checkout conversion (the point at which the customer starts to pay) by 28% and PayPal users are 2.8x more likely to convert where PayPal is visible.²

It also leads to an 8% increase in new customer conversion from making online purchases on travel websites using PayPal compared to other non-PayPal methods on the same website.² PayPal is an easy way to ensure customers can pay how they want to because it offers a wide choice of payment methods, including credit and debit cards, digital wallets, and buy now, pay later (BNPL) solutions.

3 Help increase customer lifetime value.

Customers are seeking flexibility in every aspect of their purchases, from the ability to change travel dates to how they pay. Subscriptions and recurring payment options may be enabled, and travelers can choose to buy now, pay later with PayPal's Pay in 4 or Pay Monthly, included at checkout.^{3,4}

With multiple payment options, including buy now, pay later, other digital wallets, credit and debit cards, bank accounts, and local payment methods for international customers, you'll deliver more choice for customers too.

What's more, you can incentivize customers and reward loyalty with bespoke programs that prompt repeat purchases and help increase overall customer lifetime value.

1. Nielsen Online Survey commissioned by PayPal, June 2020 of 2,801 US consumers including at least 200 PayPal transactions and 200 non-PayPal transactions in each vertical. ² Nielsen, Commissioned by PayPal, July 2020 to September 2020 of 15,144 US consumers to understand and measure the impact that PayPal has for US-based LE merchants across different verticals. ³ About Pay in 4: Loans to California residents are made or arranged pursuant to a California Financing Law License. PayPal, Inc. is a Georgia Installment Lender Licensee, NMLS #910457. Rhode Island Small Loan Lender Licensee. When applying, a soft credit check may be needed for some consumers, but will not affect their credit score. ⁴ Pay Monthly is subject to consumer credit approval. 9.99-29.99% APR based on the customer's creditworthiness. PayPal, Inc.: CT Small Loan Licensee, NMLS #910457. RI Loan Broker Licensee. VT Loan Solicitation License, NMLS #910457. The lender for Pay Monthly is WebBank.

A person wearing a blue shirt and a dark tie is holding a blue folder or tablet. They are standing next to a black suitcase. The background is slightly blurred, showing what appears to be an airport or travel setting.

28%

are more likely to shop again if buy now, pay later is an option.⁵

5. An online study commissioned by PayPal and conducted by Netfluential in November 2020, involving 1,000 US online shoppers ages 18-39.

Safety precautions as standard.

With a focus on compliance and security, PayPal helps you keep pace with rapidly changing customer behaviors.

We have a powerful set of customizable solutions that use machine learning, automated decision-making and decades of data-driven insights to help you prevent fraud and reduce risk.

4 Minimize risk and fraud.

Fraud has always been a big issue for travel businesses and operators, which is why it's important to partner with a payments provider like PayPal that's focused on minimizing fraud and its impact on businesses. Our fast-learning predictive risk algorithms ingest trillions of data points from across our network to identify patterns and help mitigate risk in real time.

Our proprietary intelligence, along with multiple cards and bank accounts linked to PayPal digital wallets, means we can help reduce your decline rates. In the US, PayPal has shown it can help increase authorization rates by 4.8 percentage points.⁶ You can also test and deploy new risk rules in real time to adapt to evolving fraud patterns without friction at checkout or increasing risk of false declines.

5 Balance compliance and security.

PayPal can help you apply successful compliance and security strategies. With our secure vault and data sharing tools, you have access to a sophisticated and streamlined way to build and maintain your payments system. And we can help you build business protection that meets your unique requirements, including easy connections with third-party security services partners to optimize your risk and security profile.

6. Comparative analysis of major global payments network and PayPal internal data from transactions over a 12-month period from Q4 2020-Q3 2021 in 8 markets (US, UK, DE, AU, FR, IT, ES, CA) across 12 verticals. Does not include transactions from domestic schemes (e.g. Cartes Bancaires, eftpos).





70% of customers said they used digital wallet payment methods frequently when making an online purchase.⁷

7. PCI Pal, "Future of Payments Survey Find Increasing Consumer Trust Toward Digital Payment Methods". The survey conducted by PCI Pal in partnership with Worldpay and Savanta in a survey of more than 2,200 people across the US and UK to explore payment method preferences. November 29, 2022.

Set off on new adventures.

Once integrated, our checkout architecture can help future-proof your business with automatic access to new features and optimizations.

6 Expand strategic partnerships.

PayPal's extended commerce capabilities can help open new opportunities for strategic partnerships. Our integrations can help make technically difficult experiences easy, allowing you to create new monetization opportunities and to go-to-market fast.

Connect with leading global distribution and tour operating systems, like Skyscanner, Uber, and Amadeus. Transaction handling is taken care of for you, with funds auto-routed to the appropriate party for each transaction in real time.

Partnerships with other brands under your parent company can also be optimized with the ability to share payment data, so you can offer upsell and cross-sell opportunities at every touchpoint.

7 Adopt the future.

Old payment infrastructure makes it hard for many travel businesses to balance reducing payment complexity and improving the customer experience. Modernizing with cloud technology gives you flexibility to add new functionality without the need for new infrastructure.

PayPal's extended capabilities helps bridge the tech gap, enhance the customer experience and contribute to financial performance.

With custom actions, you have direct access to PayPal's global roadmap helping you to fast-track improvements that align with your priorities.





85%

of PayPal merchants surveyed agree that PayPal is a strategic commerce partner.⁸

8. B2B International, commissioned by PayPal, Nov-Dec 2021, B2B International surveyed amongst 504 mid-market and large enterprises in US, UK, and DE during November/December 2021. LE defined as merchants with annual revenue >100M; Mid-market defined as merchants with annual revenue between 20M-100M. Base N: PayPal Users = 455.

It's smooth sailing all the way.

You can customize your integration methodology at the deepest level with a suite of dev-friendly SDKs and APIs.



Our Solutions Engineering team can help you to design, implement, and optimize your integration, and help ensure both PCI and regulatory compliance. And a modular integration approach helps you operationalize payment capabilities quickly without delaying or disrupting your roadmap.

8 Optimize payment and reconciliation.

With all your transactions in one optimized control panel, your team can easily track, manage, and settle payments. And our robust reporting system helps you simplify and automate reconciliation, as well as stay on top of trends and improve decision-making.

Our proprietary risk systems help deliver significantly improved authorization rates which means fewer declines. Combined with PayPal helping you to manage chargebacks, this can result in reduced collection and chargeback costs, and helps limit customer churn.

9 Integrate payouts.

You can payout to almost anyone, anywhere, like third-party tour providers or cash back rewards to customers. Our integrated payout solutions enable payments direct to low-cost local bank accounts, PayPal accounts, and more, in more than 28 currencies.

Our fully automated APIs mean you can make payouts in real-time or batches, and we help you manage payment and compliance regulations through transaction monitoring, recipient verification, and compliance screening.



Simplify

and streamline payments
to enjoy easier reconciliation
and reporting with one
dashboard.



Expand your horizons with PayPal.

With PayPal, you can deliver familiar, secure, and frictionless payment experiences to help draw in high-value international travelers. Our customer-facing solutions, like checkout architecture, digital wallets, Pay Later, and security, can be the catalyst for your business growth. While our operations and risk management systems help you streamline processes and secure your bottom line.

Ready to find out more about how PayPal can help grow your business?

Our sales and support experts are here to help.

Connect with us today.

About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, PayPal is helping to empower more than 432 million active global accounts in more than 200 markets.

For more information, visit [PayPal.com/US/Enterprise](https://www.paypal.com/US/Enterprise)

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